Katalog GSRBI 'Proyek 1' Pasaraya Dunia Fantasi_lo ID p. 7 (p. 12 in pdf)

Project 1.

Pasaraya Dunia Fantasi.

Theme: Visual art in everyday life - of which there is, in fact, very much. For Project 1 every day visual art was reworked, products of visual art popular in society.

Basic idea: depiction of a department store providing a variety of popular visual art products. A Pasaraya; a department store which references the style of street vendors. The products, as they are as advertised, are elements of dreams. A world of **fantasy.**

Material: every day art products; advertisements, magazine cover, (this is an illustration of the tastes of the upper middle-class) Stickers, pin-up calendars, comics, plastic accessories that are sold by street vendors (imagery from the lower middle-class). These products are displayed along with expressive works made through modification or appropriation.

Ideas of Form: Situational work, a space which contains an illustration of a situation. Basic structure of space constructed from iron frameworks. Two dimensional elements (fabric panels and photographs) and three dimensional elements (objects with soft construction), all of which move from the outside to the inside of the frame where they hang.

Ideas of the Basic Space: The arrangement of the interiorof the exhibition space is divided into segments, forming a corridor. The aim, through the inclusion of the element of T (time) is to create a space with four dimensions. (The composition is only complete when the audience reaches the end of the corridorthrough lapse of time (T) – as in architecture).

Other experimental elements: As an experiment in space including the element of time, there is an audiovisual element with a sequential pattern. There are also individual elements of soft construction in forms like dolls and other forms, made of kapok (the figures are presented in the same rhythym, or gesture as if pulled by gravity).

Creative Process:

1. The planning pattern was based on the principle of “design process” data collection, the identification of basic spatial ideas and general planning. The implementation of work takes the pattern of a project. Artworks are made collectively under the division of labor and management.
2. Materials are obtained through gathering every day visual products from a variety of sources. Products such as advertisement, stickers, comics, etc. underwent a qualitative study (a comparative study of buying trends). The results of the research become the basis of the working process.